



**PCMA Southeast Chapter
Board of Directors Position Description**

Position Title: ***Director of Education***
Reports to: Chapter President

POSITION SUMMARY:

The Director of Education is responsible for assessing, recommending, and planning for all of the educational content for our chapter programs, approximately 5 – 6 per year, currently held in the Atlanta area and Florida. This position is responsible for leading the chapter’s Education Committee of Volunteers on all events’ initiatives of the PCMA SE Chapter.

Statement of Purpose: Plan and execute educational content for all chapter programs

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Board & Leadership

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for chapter’s programs and events
- Create a succession plan and train successor toward end of term

Programs and Events Planning & Execution

- Identify education component of program and determine learning objectives
- Verify availability and interest of targeted presenters; discuss program content and learning objectives and then confirm and contract
- Oversee all speaker contracts
- Along with the chapter administrator, organize applied CEUs for chapter programs with PCMA HQ and the Convention Industry Council
- Organize and submit all speaker(s) bio, headshot, session title and session description for use on website and in email blasts in order to promote the program
- Pre-event planning with speakers and to secure accurate AV and stage needs
- Coordinate and act as point person for speaker(s) pre-event and onsite
- Review and report on post event feedback received from attendee surveys to determine educational points of interest from members

Website, Social Media & Online Community Management

- Write and submit educational highlights and information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate interest and attendance

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledgeable of PCMA
- Ability to outline needs, secure vendors, and operate programs
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.